



Natural Resources Conservation Service
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April 24, 2003

OKLAHOMA BULLETIN NO. OK260-3-5

SUBJECT: Public Information

Purpose: To Affirm NRCS Employees' Roles and Responsibilities with Public Information.

Expiration Date: September 30, 2003

The United States Department of Agriculture (USDA) - Natural Resources Conservation Service's (NRCS) policy for public information is located in General Manual 260, Part 400. This policy describes the roles and responsibilities of the agency and its employees. The purpose of this bulletin is to provide additional guidance to field offices for conducting an effective public notification process.

Public information notification, as conducted by NRCS, is the reporting of facts regarding services, inventories, surveys, and programs administered by the agency, as well as natural resource problems and opportunities. This initiative is seamlessly incorporated into the operations of NRCS and requires effort by each NRCS employee. It also includes the gathering of feedback, evaluation for effectiveness, and adjustments, as necessary. Targeted outreach to minorities, women, small and limited resource producers, and other historically underserved individuals and groups is intrinsically integrated into the process to ensure the broadest Oklahoma audience is informed of and actively participates in USDA's programs and services.

All public notification methods and media sources should be utilized in conducting local programs. This includes traditional as well as nontraditional sources, such as newspapers and magazines that primarily serve minority populations, tribal newsletters, radio, television, and related outlets. Material should be distributed regularly and must be complete, timely, and accurate. All public notifications provided to media sources must also include the USDA nondiscrimination statement.

Questions regarding NRCS' roles and responsibilities for public notification may be directed to the Oklahoma Public Affairs staff located at the Stillwater State Office.

A handwritten signature in cursive script, reading "M. Darrel Dominick".

M. DARREL DOMINICK
State Conservationist

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